

Set-Top Box Market in India 2015

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Abstracts

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Netscribes' latest market research report titled Set-top Box Market in India portrays the digitization process in India. Set-top boxes have become a necessity for any household who wants a digital experience. Smart television with high definition channel has pushed the demand for set-top boxes in India. Global set-top box market is set to grow at a steady pace. Mostly, the set-top box manufacturers are foreign. In India the government policies are quite stringent. Two phases of digitization has already been completed in India. The initial cost of installation is very high therefore the adaptation by the rural population is quite low. China has already prepared to enter the set-top box market in India.

Rise in disposable income along with high penetration of television in rural India is driving the Indian set-top box market. One of the challenges faced by the set-top box in India is the low domestic production. There is also a shortage in supply of set-top boxes due to the same reason. Recent trends such as software companies partnering with the STB manufacturers can be observed. Television manufacturers are also manufacturing television sets which are integrated with the set-top boxes. Set-top box reviews have made it clear that the picture quality is quite good.

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